

NPC INSERTS

"The Extended Reach FSI Company"

Special

July 4th/Independence Day Promotion

(June 19, 1994 Publication Date)

"Reduced CPM Rate Offer"

**Now You Can Expand Your July 4th Promotion With Extended Reach FSI Coupons in
A B C & D County Households Bypassed by Valassis and News America**

National and Regional Circulations Available

<u>No. Pages</u>	<u>Half Page*</u>	<u>Full Page*</u>
½	\$4.50/m	--
1	\$4.25/m	\$8.00/m
1½	\$4.00/m	\$7.50/m
2	\$3.75/m	\$7.00/m

* Same CPM Rate Applies For National or Regional

- One Time Only Offer
- National or Regional Multiple Page Discounts
- NPC Region Circulations (other side)
- 1,538 Wal-Marts/1,094 K-Marts
- 50,000+ Supermarket/Retail Chain Outlets

For more information fill in the form below and fax (203/221-2337) to the NPC Sales Department.

NPC INSERTS

THE NATIONAL PUBLISHING COMPANY, INC.

64 Post Road West • P.O. Box 5186 • Westport, Connecticut 06881-5186
Tel: 203/221-2329 • Fax: 203/221-2337

Yes, I would like to know more about:

- "July 4th/Pre-Independence Day Promotion"
 National/Regional Market Lists

- 1994/95 Publication Calendar
 "The NPC Inserts Guarantee"

Brand/Category _____ Date _____

Name _____ Title _____

Company _____

Address _____

Telephone _____ Fax _____

2041395593

NPC Inserts, The Only FSI Company That Delivers A B C & D County Households Missed by Valassis and News America
A 30 MILLION UNDUPPLICATED HOUSEHOLD REACH OPPORTUNITY

WEST CENTRAL REGION

<u>STATE</u>	<u>CIRC</u>
Colorado	339,000
Kansas	369,000
Montana	80,000
North Dakota	178,000
Nebraska	249,000
South Dakota	314,000
Wyoming.....	87,000
REGION TOTAL ...	1,616,000

CENTRAL REGION

<u>STATE</u>	<u>CIRC</u>
Iowa	1,152,000
Illinois	1,540,000
Minnesota	527,000
Missouri	1,056,000
Wisconsin	764,000
REGION TOTAL ...	5,039,000

EAST CENTRAL REGION

<u>STATE</u>	<u>CIRC</u>
Indiana	906,000
Kentucky	552,000
Michigan	491,000
Ohio	789,000
Pennsylvania	770,000
West Virginia	209,000
REGION TOTAL ...	3,717,000

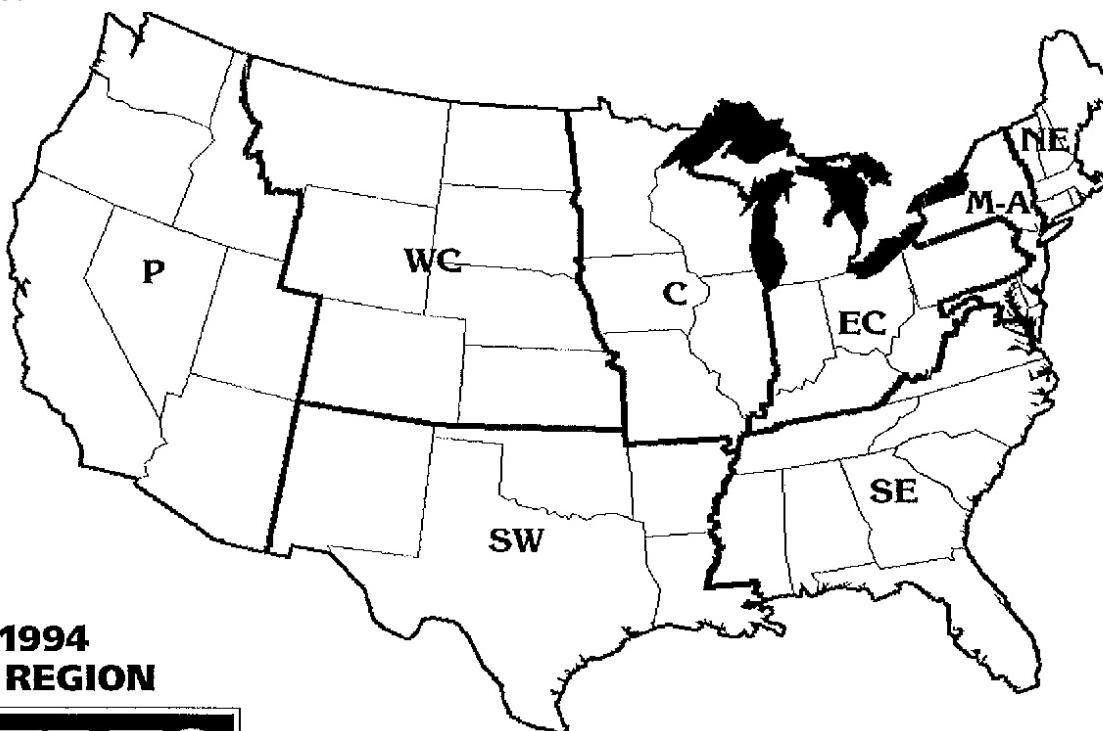
NEW ENGLAND REGION

<u>STATE</u>	<u>CIRC</u>
Connecticut	488,000
Massachusetts	484,000
Maine	224,000
New Hampshire .	288,000
Rhode Island	226,000
Vermont	178,000
REGION TOTAL ...	1,888,000

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PACIFIC REGION

<u>STATE</u>	<u>CIRC</u>
Arizona	225,000
California	1,002,000
Idaho	66,000
Nevada	153,000
Oregon	118,000
Utah	152,000
Washington	544,000
REGION TOTAL ...	2,260,000


**2nd QUARTER 1994
MARKET LIST by REGION**

NPC INSERTS

Sales Regions

PROGRAM TOTAL: 26 MM+

All circulation figures are subject to change due to the addition of newspapers in some states.

SOUTHWEST REGION

<u>STATE</u>	<u>CIRC</u>
Arkansas	682,000
Louisiana	660,000
New Mexico	217,000
Oklahoma.....	547,000
Texas	1,401,000
REGION TOTAL ...	3,507,000

SOUTHEAST REGION

<u>STATE</u>	<u>CIRC</u>
Alabama	788,000
Florida	1,858,000
Georgia	629,000
Mississippi	580,000
North Carolina ...	990,000
South Carolina ...	513,000
Tennessee	789,000
Virginia	803,000
REGION TOTAL ...	6,950,000